**MARKET RESEARCH**

Big business has you beat on this one. They can afford top dollar for surveys and consultants; however, there are a few things that you are probably doing already or can do inexpensively.

First answer these questions:

1. Who are my potential customers?
    a. Where do they live? What do they value?
    b. Once you identify demographics, what can you assume about them?
2. Can and will these customers buy?
3. Am I pricing my product/service right?
4. Is the place & time appropriate?
5. How does my price/value compare to the competition?

Attitudes and opportunities change constantly. Try to find the most recent information possible.

Resources:

For income by zip code:
http://powerreporting.com/knight/nd_the_forum__fargo.html
For sales by industry in ND:
http://www.census.gov/epcd/www/97EC_ND.HTM
Careful with this information – the most recent is from 1997
For fee: http://www.thirdwaveresearch.com/mrttwr/
For mailing lists: http://mailinglist.usadata.com/
For demographics: http://www.census.gov/
For transportation statistics: http://www.bts.gov/
Directory of trade associations:
http://www.marketingsource.com/associations/